

### AMENDMENTS TO THE CLAIMS

1. (Currently amended) An image display device, comprising:
  - a circuit for generating drive signals from an input image signal ;
  - a plurality of pixels including a light emitting element for emitting light of a predetermined color of red, green, or blue by being applied with said drive signal supplied for each color from said circuit;
  - an adjustment information retrieve means for obtaining information relating to light emission adjustment proportional to the deterioration of said light emitting element;
  - a level adjustment circuit provided in said circuit , for changing a level of an RGB signal before dividing said drive signals to respective RGB colors based on said information obtained by said adjustment information retrieve means;
  - a plurality of data lines for connecting by each color said plurality of pixels repeatedly arranged by a predetermined color arrangement; and
  - a data holding circuit for holding for the respective RGB colors time-series pixel data composing said RGB signal and outputting the pixel data held for the respective colors as said drive signals in parallel with corresponding plurality of said data lines; and
  - wherein said level adjustment circuit changes a level of a direct current voltage supplied to said circuit, proportionally to account for the deterioration of a luminance of said light emitting element, and wherein said level adjustment circuit adjusts a level of said drive signal of at least one color by changing a level of said direct current voltage for necessary times based on said information obtained from said adjustment information retrieve means at a timing that pixel data of a different color is input to said data holding circuit; and
  - said adjustment information retrieve means and said level adjustment circuit further comprise:
    - a plurality of pixels, including pixels of at least each respective RGB color;
    - a detection means for detecting a changing value corresponding to the luminance of the plurality of pixels by measuring the voltage between the ends of the light emitting elements.

2. (Canceled)
3. (Previously Presented) An image display device as set forth in claim 1, further comprising a D/A converter for performing digital-analog conversion on said RGB signal;  
wherein  
said adjustment information retrieve means retrieves said information relating to changes over time for each of RGB colors; and  
said level adjustment circuit changes a reference voltage to be supplied to said D/A converter based on said information of respective RGB colors obtained by said adjustment information retrieve means.
4. (Canceled)
5. (Currently amended) An image display device as set forth in ~~claim 4~~claim 1, wherein a control signal input to said level adjustment circuit for changing a level of said direct current voltage is in common with a sample hold signal for controlling said data holding circuit.
6. (Currently amended) An image display device as set forth in claim 1~~claim 4~~, wherein a control signal input to said level adjustment circuit for changing said direct current voltage is a signal in synchronization with a sample hold signal for controlling said data holding circuit.
7. (Previously Presented) An image display device as set forth in claim 1, wherein:  
said adjustment information retrieve means and said level adjustment circuit further comprises;  
a memory means for storing correspondence of said changing value and a level adjustment amount of said RGB signal.
8. (Canceled)

9. (Previously Presented) An image display device as set forth in claim 1, wherein said light emitting element is an organic electroluminescence light emitting element.
10. (Canceled)
11. (Canceled)
12. (Canceled)
13. (Currently amended) A color balance adjustment method of an image display device, comprising a plurality of pixels including a light emitting element for emitting light of a predetermined color of red, green or blue in accordance with an input drive signal, including:
  - a step of obtaining information relating to light emission adjustment of said light emission element;
  - a step of changing a level of an RGB signal before dividing said RGB signal into said drive signals of respective RGB colors based on said information on light emission adjustment
  - a holding step for holding for the respective RGB colors time-series pixel data composing said RGB signal when generating said drive signals; and
  - a step of generating said drive signals by dividing said RGB signal into the respective colors time-series pixel data and supplying to said pixels corresponding thereto; and wherein
  - in the step of changing a level of said RGB signal, a level of the direct current voltage is supplied to a circuit for performing signal processing on an image signal and generating said drive signals, proportionally to the change in luminance of said light emitting element, and
  - wherein, in the step of changing a level of said RGB signal, by changing the level of said direct current voltage for necessary times based on said information on light emission

adjustment, at a timing that pixel data of a different color is input to said holding step, a level of said drive signal of at least one color is adjusted, and

the obtaining information step and said changing step include detecting a changing value corresponding to the luminance of the plurality of pixels by measuring the voltage between the ends of the light emitting elements.

14. (Canceled)

15. (Canceled)

16. (Previously Presented) A color balance adjustment method of an image display device as set forth in claim 13, wherein

the step of retrieving information relating to said light emission adjustment includes a step of detecting a value changing along with luminance of pixels from pixels of the respective colors; and

a step of determining a level adjustment amount of said RGB signal from said changing value based on correspondence of said changing value and a level adjustment amount of said RGB signal obtained in advance.

17. (Previously Presented) A color balance adjustment method of an image display device as set forth in claim 13, wherein

the step of retrieving information relating to said light emission adjustment includes a step of counting an accumulated light emission time of the pixels; and

step of determining a level adjustment amount of said RGB signal from the current accumulated light emission time of the pixels based on the correspondence of said accumulated light emission time and the level adjustment amount of said RGB signal obtained in advance.

18. (Previously Presented) A color balance adjustment method of an image display device as set forth in claim 13, wherein said light emitting element is an organic electroluminescence light emitting element.

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)